

1. A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, comprising the steps of:

concurrently presenting to said consumer an incentive for purchasing said product and/or service promptly, wherein said incentive decreases over a period of time.

3. The method according to claim 1, wherein said incentive is presented via a Web page.

5. The method according to claim 1, wherein said incentive is presented via a web banner.

7. The method according to claim 6, wherein said new offer is presented to said consumer when said consumer revisits or refreshes said web page.

5 9. The method according to claim 1, wherein
said incentive comprises at least one of a discount off
a purchase price, a purchase price, an increase in
quantity of said product and/or service, and a higher
quality product and/or service.

11. The method according to claim 1, further comprising the steps of:

providing said consumer the current value of
said incentive corresponding to the point in time at
25 which said consumer indicated said interest.

12. The method according to claim 1, wherein a consumer who frequently uses said incentive for purchasing products and/or services is accorded a more favorable incentive than an consumer who infrequently uses said incentive to purchases goods and/or services.

5 14. The method according to claim 12, wherein
said frequent consumer is accorded a higher minimum
incentive.

16. The method according to claim 1, wherein
15 said offer is presented for a specific number of times
during a predetermined time period.

18. The method according to claim 1, wherein said incentive corresponds to a profile of said consumer.

30 20. The method according to claim 19, wherein
said information relates to said consumer's location.

21. The method according to claim 19, wherein said information relates to said consumer's preference.

22. The method according to claim 19, wherein
5 said information relates to said consumers's historical behavior.

23. The method according to claim 1, wherein
10 said incentive gradually decreases from said maximum value to a minimum value at a random rate during said predetermined period of time.

24. The method according to claim 1, wherein
15 said incentive gradually decreases from said maximum value to a minimum value during said predetermined period of time, and wherein a first value of said incentive at a first point in said period of time may be less than or greater than a second value of said incentive at a second point in said period of time, said
20 second point coming immediately prior to or immediately after said first point in time.

25. The method according to claim 1, wherein
25 the value of said incentive decreases incrementally over a predetermined period of time.

26. The method according to claim 1, wherein said incentive comprises a discount.

30 27. The method according to claim 1, wherein said incentive comprises a purchase price.

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code for presenting an offer for sale of a product and/or service to a consumer;

5 code for receiving an indication to purchase
said product and/or service by said consumer at a point
in time during said period of time; and

34. The code executable on a computer according to claim 33, wherein said computer comprises a network server operable on a computer network.

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36. A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network comprising the steps of:

concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly over said computer network, wherein said incentive is initially set to a predetermined maximum value and decreases over a period of time;

indicating an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

providing said consumer the current value of
5 said incentive corresponding to the point in time at which said consumer indicated said interest.

37. An apparatus for motivating a consumer to promptly indicate an interest in purchasing a product
10 and/or service over a computer network, said apparatus comprising:

means for presenting an offer for sale of a product and/or service from a server computer over said computer network to a customer's computer;

15 means for concurrently presenting an incentive for purchasing said product and/or service promptly, wherein said incentive is initially set to a predetermined maximum value and decreases over a period of time;

20 means for indicating an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

means for providing said consumer the current value of said incentive corresponding to the point in
25 time at which said consumer indicated said interest.

38. A system for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said consumer
30 operating a customer terminal operable to act as a client on a network, said system comprising:

a host controller, the host controller comprising a computer operable to act as a server on said computer network and to communicate with said customer terminal over said computer network; and

5 data storage accessible to said host controller, said data storage storing information relating to said products and/or services for offering for purchase to said consumer,

the host controller being operable:

10 for presenting an offer for sale of a product and/or service from said server over said computer network to said customer terminal;

15 for concurrently presenting an incentive for purchasing said product and/or service promptly from said server over said computer network to said customer terminal, wherein said incentive is initially set to a predetermined maximum value and decreases over
20 a period of time;

for receiving an indication of interest to purchase said product and/or service by said consumer from said customer terminal at a point in time during said period of time; and

25 for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

30 39. A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service via a media, comprising the steps of:

concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly via said media, wherein said incentive is initially set to a predetermined maximum value and decreases over a period of time;

providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

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